

Farmer Jack

...A new image, with the same familiar faces.

The transition from Safeway to Farmer Jack was a smooth one, according to store Manager Ralph Duke.

The transition was completed on April 26, and since that time many new changes have taken place at Farmer Jacks with a few more on the drawing boards. However one thing hasn't changed—the same familiar faces of Safeway have been carried over to Farmer Jack.

"We have 30 employees, and all of them are from Wasatch County," said Ralph Duke, store manager. "Some people say that we're a part of a national chain, but our people are all local," he said.

The name Farmer Jack resulted from a survey taken earlier in the Salt Lake City area. It was the most popular



name, according to Duke. "Most people responded that the name represents food and farm fresh," he said.

A few of the most

important changes shoppers will see between the old Safeway and the new Farmer Jack will be a greater emphasis on produce and

service. "We're expanding our produce department and hoping to improve our produce price image in the



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